

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
2	What is included in the executive summary of a business plan?	A. Company background and market opportunity B. All employee names and job titles C. All financial statements D. List of suppliers and vendors
3	Which of the following is NOT a search engine.	A. Google B. Bing C. Yahoo D. Twitter
4	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
5	What is business plan?	A. A document that describes a company's future B. A list of product that a company sells C. a documents that lists a company's employees D. A list of competitors in the market
6	A is an essential written document that provides a detailed description of the company's future.	A. Quality assurance B. Entrepreneurship C. Business Plan D. Project management
7	Who are the co-founders of Snapchat.	A. Evan Williams and Biz Stone B. Bobby Murphy and Jack Dorsey C. Bobby Murphy and Noah Glass D. Evan, William and Bobby Murphy
8	Why is the management and personnel section important in a business plan?	A. It lists all competitors in the market B. It helps investors evaluate risk C. It lists all competitors in the market D. It provides a list of all employees in the company
9	What is quality assurance?	A. A process of detecting mistakes in products B. A process for marketing products C. A process for improving the quality of products D. A process for selling products
10	What was the main feature of the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage
11	What is Twitter.	A. A social media platform B. A blogging platform C. An email service provider D. A messaging app
12	A in marketing is a concise statement of the benefits that a company is delivering to the customers who buy its product or services.	A. Competitors analysis B. Quality assurance C. Promotion D. Value proposition
13	When was the first tweet sent on Twitter.	A. March 21, 2006 B. July 21, 2006 C. October 21, 2006 D. September 21, 2006
14	Who needs a business plan?	A. Only established companies B. Only companies with more than 10 employees C. All companies D. Only companies with less than 10 employees

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15	What is a blog.	<p>A. An online journal or informational website</p> <p>B. A social media platform</p> <p>C. A messaging app</p> <p>D. A search engine</p>
16	What is the purpose of a blog.	<p>A. To sell products</p> <p>B. To provide information</p> <p>C. To entertain readers</p> <p>D. To increase social media followers</p>
17	What is a transaction in business bookkeeping.	<p>A. The legal obligation to transfer money</p> <p>B. The exchange of goods or services of money</p> <p>C. The recording of financial events in a business</p> <p>D. The agreement between a buyer and seller</p>
18	What is digital entrepreneurship	<p>A. The creation of digital platforms</p> <p>B. The digitization of existing businesses</p> <p>C. The use of social media for marketing</p> <p>D. The creation of traditional brick and mortar businesses.</p>
19	What did Snapchat add to the app in September.	<p>A. The ability to caption photos</p> <p>B. The ability to edit photos</p> <p>C. The ability to share videos</p> <p>D. The ability to make voice calls</p>
20	----- is the digital marketing technique that involves creating more traffic to a website by making sure that the website appears higher up in the results in search.	<p>A. Email marketing</p> <p>B. Search engine optimization</p> <p>C. Content marketing</p> <p>D. Social media marketing</p>